The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 27

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56th Year 1986

CBS's Laurence A. Tisch

State of the art: Technology

Broadcasting Oct 27

"At Large" with CBS's Laurence Tisch
A look back at MIPCOM; a look ahead to SMPTE
"State of the Art" report on technology

IN COMMAND □ Laurence Tisch, acting chief executive officer at CBS, is moving quickly to put his stamp on a leaner company. **PAGE 43.**

LOOKING FOR FAT □ NBC chief Robert Wright explains his request for divisions to undergo exercise in cutting budgets by 5%. **PAGE 44.**

NOV. 4 FATE □ Outcome of midterm elections will determine makeup of key committees affecting Fifth Estate. **PAGE 45.**

TISCH TALKS □ In this "At Large" with BROADCASTING editors, CBS acting chief executive officer, Laurence Tisch, discusses the changes going on at the company and his vision for the future. **PAGE 50.**

TECHNOLOGY STATE OF THE ART □ Equipment manufacturers are taking lead in many areas in providing direction broadcast technology is going. **PAGE 70.** Tentative decision on AM standard could bring hi-fi to medium. **PAGE 80.** Broadcasters continue fight to retain UHF spectrum. **PAGE 89.** ABC and NBC lay groundwork for coverage of 1988 Olympics. **PAGE 90.**

FRANCE IN THE FALL □ Second MIPCOM show in Cannes proves rousing success. **PAGE 94.**

FIRST CASUALTIES □ CBS jettisons *Better Days*, *Together We Stand* and *Twilight Zone* from its schedule. **PAGE 99.**

COLOR SUIT □ RKO sues Color Systems Technology over colorization of films. **PAGE 101.**

HOT TOPICS □ Agency mergers among issues to be discussed at Association of National Advertisers convention. **PAGE 103.**

PLAN OF ATTACK □ Attorney general announces action on pornography commission recommendations. **PAGE 104.**

BASS BUY □ Taft-Bass led group buys Wometco Cable from KKR. **PAGE 105.**

OFFER ACCEPTED □ Viacom board approves revised buyout offer by management. **PAGE 105.**

SMPTE SHOW □ Society of Motion Picture and Television Engineers opens technical conference this week in New York. **PAGE 107.**

BOARD APPROVAL □ Senate approves nominations of Kenneth Towery and Daniel Brenner to seats on Corporation for Public Broadcasting board while Sonia Landau's nomination is held up. **PAGE 114.**

EAST BOUND □ A bigger Atlantic Cable Show set to open this week in Atlantic City. **PAGE 121.**

MAKING THINGS RUN RIGHT □ NBC's president, operations and technical services, Mike Sherlock, has helped turn that network's plant, one of the oldest, into one of the most innovative. **PAGE 143.**

INDEX TO DEPARTMENTS

Advertising & Marketing ... 103	Closed Circuit 7	For the Record 121	Programing 94
Business 105	Datebook 30	In Brief 144	Riding Gain 112
Business Briefly 18	Editorials 146	Law & Regulation 104	Stock Index 106
Cablecastings 10	Fates & Fortunes 138	The Media 114	Syndiction Marketplace ... 100
Changing Hands 116	Fifth Estater 143	Monday Memo 26	Technology 107

INDEX TO ADVERTISERS: Allied Broadcast Equipment 92 □ Ampex Corp. 51 □ Associated Press Broadcast Services Third Cover □ AT&T 19 □ BAF Communications Corp. 14 □ Barco Industries, Inc. 82 □ Baruch Television Group 83 □ Blackburn & Co., Inc. 116 □ Breeder's Cup Newsfeed 91 □ Broadcast Investment Analysts, Inc. 139 □ Chyron Corp. 97 □ Classified Ads 126-137 □ Columbia Pictures Television 4-5, 11, 12-13 □ Communications Equity Associates 119 □ Computer Sports World 107 □ Continental Electronics 112 □ Custom Business Systems, Inc. 30 □ Etherium Scientific Corp. 42 □ Fidelipac Corp. 86 □ Firstmark Financial 122 □ Four Star International, Inc. 63 □ Fuji Professional Videotape 16-17 □ Gammon & Ninowski Media Investments, Inc. 121 □ Samuel Goldwyn Television 39 □ GTE Spacenet 79 □ The Hearst Corp. 52-53 □ The Home Shopping Network, Inc. 15 □ Hubcom 67 □ Ikegami 77 □ ITC Entertainment 24-25 □ Katz American Television 69 □ King World 28-29 □ KSTP-TV Front Cover □ LBS Communications, Inc. 20-21 □ L'Ermitage Hotels 99 □ The Mahlman Co. 117 □ MCA TV 22, 34, 38, 76, 89, 95 □ MGM/UA Television Syndication 27 □ Minnesota Public Radio 110 □ Montgomery Securities 114 □ NetSpan 6 □ Orban Associates, Inc. 93 □ Orbis Communications, Inc. 55, 57 □ Orion Television Syndication 8-9 □ Otari Corp. 23 □ Panasonic Broadcast Systems 36-37 □ Polaroid 60-61 □ Professional Cards 125 □ The Programming Consultants 113 □ RCA Americom 64-65 □ The Research Group Second Cover □ Robert W. Rounsaville & Associates 118 □ Salomon Brothers, Inc. 115 □ Satellite Systems Engineering, Inc. 88 □ Services Directory 124 □ SONY Broadcast 72-73 □ Syndicast Services, Inc. 40-41, 84-85 □ Television Program Enterprises 98 □ The Television Program Source 31, 32-33, 35 □ Thomson-CSF/Comark Communications, Inc. 81 □ Edwin Tornberg & Co., Inc. 120 □ United Station Radio Networks 59 □ VTSMusic 87 □ Ward-Beck Systems, Ltd. Fourth Cover □ Warner Bros. Television Distribution 74-75 □ Welcome Radio 111 □ WOR 101 □ Youngs, Walker & Co. 138

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DEM Organization's scheme of things, by MIPCOM. But he predicted that "in three or four years, many U.S. companies will have a larger presence at MIPCOM than at MIP-TV."

Certainly some exhibitors are beginning to express doubts about appearing at both MIP's. Ken Page, chief executive officer of Gilson International, which distributes MTM product, said that next year may be his last MIP-TV. Indeed, he seems to be one of those who seduced by the Cannes environment. At one point, he said in an interview near his booth, "The only reason to come is business. And business has been excellent." MIP-TV, he added, is "not as good as MIP-COM." Indeed, he said MIP-TV's value is hurt by its following another market, the Monte Carlo festival, by two months. And "the timing of MIPCOM is terrific." But then he said: "It's good to be here for wining and dining without making deals. People come to MIP-TV to reinforce contacts--for fun and friends." □

College Satellite Network is off and running

College-oriented news and concert programing network launches premiere broadcast with live London concert

The College Satellite Network—a public affairs and entertainment program service for colleges with C-band satellite receive capability—was officially launched two weeks ago with a four-hour broadcast that included two *Nightline*-type discussions on U.S. foreign policy and a live concert from London.

According to CSN President Jack Calmes, the premiere broadcast was troubled by a couple of technical gliches. The musical portion of the broadcast, which featured several popular British groups, was preceded by a press conference with reporters at various club sites patched together by phone line via Westar V. The entertaiment portion of the event was fed over Westar IV, however, and there was some trouble getting the club sites switched over to the right satellite. The concert was fed to receive points by Bright Star Communications in London. There was also a "phase-cancelled sound" problem for about the first 30 minutes of the first band's performance, said Calmes. He said the people at Bright Star were apparently unaware of the problem for so long because they did not have a monitor loop from the originating point back to the uplink facility. "I was crazed," said Calmes, noting that the audio during the troubled segment made the band sound like they were playing into a "microphone in a toilet." Once that problem was reversed, however, things went smoothly, he said.

For its first season, the 1986-87 school year, CSN is planning of five broadcasts, with the remaining four to follow in November, February, March and April. Each four-hour broadcast will have a public affairs segment, followed by a concert, roughly equal in duration. For example, the public affairs segment of the Oct. 15 broadcast featured two discussions on different aspects of U.S. foreign policy—Latin America and South Africa. Panelists included Elliot Abrams, assistant secretary of state for inter-American affairs, Senator Paul Sarbanes (D-Md.) and Representative Michael Barnes (D-Md.). Also on the panel were anti-apartheid activist Randall Robinson, actor Mike Farrell and musician Jackson Browne. The congressman spoke from Washington, while Farrell was patched in from California and Browne from Milan, Italy. The feed went out to 293 colleges throughout the country, said Calmes. And the feed was set up so that students could phone in to question or comment on the statements of the panelists. WETA Communications, a subsidiary of the Washington-based public television station, is supplying CSN's domestic feed.

The concert that followed featured Big Country, Simple Minds, Simply Red and Spandau Ballet. Calmes said that the two events are marketed "separately" and attracted different campus audiences. He estimated that a minimum of 80,000 to 90,000 students watched the broadcast nationwide.

This year colleges participating in CSN will receive all programs free, said Calmes. Next year, however, schools will be charged for the "basic" program service, and there

Four in a row for NBC

Week four of the prime time season, like the three before it, belongs to NBC. The network handily beat out ABC and CBS with a 19.6 rating/31 share. CBS came in second with a 16.7/26, while ABC held third place with a 14.6/23. In evening news, CBS and NBC tied for first place with a 10.6/20. ABC had a 10.4/21, but its figures are for four days only. (On Wednesday, ***World News Tonight*** was pre-empted by the National League playoff game, which ran into extra innings. On Tuesday, the news program didn't run in some western markets, again due to the playoffs.)

Last year's stats for prime time were: NBC 19.4/30, CBS 16.6/26 and ABC 16.3/25. Last year's news numbers were: CBS 12.7/24, NBC 10.4/21 and ABC 10.3/19. HUT levels (homes using television) were 63.5% compared with last year's 64.0%.

For the season to date, NBC has an 18.6/30, CBS a 16.2/26 and ABC a 15.0/24.

ABC had no shows in the top 10 for week four, while NBC had six and CBS four. NBC's ***Cosby***, ***Family Ties*** and ***Cheers*** again remain the top three rated programs. The second World Series game tied with ***Night Court*** for fourth place. This pushed ***Murder, She Wrote*** down to sixth place. The first World Series game came in at seventh. ***60 Minutes*** and ***Dallas*** tied for eighth place, while ***Newhart*** closed out the top 10.

The American League games seven and six ranked 11th and 12th, respectively. This gave ABC its two wins (Tuesday and Wednesday). NBC won Thursday, Saturday and Sunday. CBS took Monday and Friday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	38.7/57
2.	Family Ties	NBC	34.9/52
3.	Cheers	NBC	29.8/44
4.	World Series, Game 2	NBC	25.5/41
5.	Night Court	NBC	25.5/39
6.	Murder She Wrote	CBS	24.3/35
7.	World Series, Game 1	NBC	24.2/42
8.	60 Minutes	CBS	22.1/36
9.	Dallas	CBS	22.1/36
10.	Newhart	CBS	21.5/31
11.	Baseball, AL Champ. Game 7	NBC	21.3/33
12.	Baseball, AL Champ. Game 6	ABC	21.0/34
13.	CBS Sunday Movie	CBS	20.0/30
14.	Country Music Awards	CBS	19.2/28
15.	NBC Monday Night Movies	NBC	19.1/30
16.	Highway to Heaven	NBC	18.9/29
17.	Kate & Allie	CBS	18.7/28
18.	World Series, pregame 2	NBC	18.6/29
19.	Baseball, AL pregame 7	ABC	18.3/31
20.	Matlock	NBC	18.1/27
21.	Hill Street Blues	NBC	18.0/31
22.	Magnum PI.	CBS	17.6/26
23.	Falcon Crest	CBS	17.5/31
24.	Equalizer	CBS	17.5/28
25.	Gimme a Break	NBC	17.2/25
26.	Miami Vice	NBC	17.1/28
27.	NFL Monday Night Football	ABC	16.7/26
28.	Knots Landing	CBS	16.7/25
29.	CBS Tuesday Movie	CBS	16.5/26
30.	World Series, pregame 1	NBC	16.4/31
31.	You Again?	NBC	16.0/24
32.	Baseball, AL pregame 6	ABC	15.4/26
33.	20/20	ABC	15.2/26
34.	St. Elsewhere	NBC	15.0/24
35.	Webster	ABC	14.9/26
36.	L.A. Law	NBC	14.8/26
37.	Wizard	CBS	14.7/22
38.	Mr. Belvedere	ABC	14.4/24
39.	ALF	NBC	14.4/21
40.	Crime Story	NBC	14.3/21
41.	Scarecrow & Mrs. King	CBS	13.8/24
42.	Amazing Stories	NBC	13.6/20
43.	Simon & Simon	CBS	13.0/20
44.	Together We Stand	CBS	13.0/20
45.	Spenser: For Hire	ABC	12.7/22
46.	Kay O'Brien, Surgeon	CBS	12.7/22
47.	Better Days	CBS	12.6/19
48.	ABC Sunday Night Movie	ABC	12.4/18
49.	A Team	NBC	12.4/21
50.	Mike Hammer	CBS	12.3/21
51.	ABC News Special	ABC	12.2/19
52.	1986	NBC	11.9/20
53.	Life With Lucy	ABC	11.5/20
54.	Downtown	CBS	10.8/19
55.	Our House	NBC	10.8/18
56.	Disney Sunday Movie	ABC	10.7/16
57.	Sledge Hammer	CBS	10.0/16
58.	Starman	ABC	9.9/17
59.	Ellen Burstyn Show	ABC	9.5/16
60.	Twilight Zone	CBS	9.5/17
61.	Colbys	ABC	9.2/14
62.	Sidekicks	ABC	8.9/14
63.	Heart of the City	ABC	8.9/15
64.	Our World	ABC	6.3/10

*indicates premiere episode

Seeks assignment of license from Farwill Communications Inc. to WCHE Inc. for $250,000. Seller is principally owned by Frank A. Robino, president. It has no other broadcast interests. Buyer is owned by Horace Gross, who also owns WCTR(AM) Chestertown, Md. Filed Oct. 10.

■ WRAK(AM)-WKSB(FM) Williamsport, Pa. (AM: 1400 khz; 1 kw-U; FM: 102.7 mhz; 53 kw; HAAT: 1,270 ft.)—Seeks assignment of license from Stainless Broadcasting Co. to Pennsylvania Broadcasting Associates for $1.2 million. Seller is owned by Henry J. Guzewicz, who also owns WICZ-TV Binghamton, N.Y., and KTVZ(TV) Bend, Ore. Buyer is owned by J. Albert Dance, who also owns WKBO(AM) Harrisburg, Pa. Filed Oct. 14.

■ KWYR-AM-FM Winner, S.D. (AM: 1260 khz; 5 kw-D; FM: 93.7 mhz; 100 kw; HAAT: 560 ft.)—Seeks transfer of control of Midwest Radio Corp. from Mary Clark to Steve Clark for $487,366.50. Seller is mother of buyer. Neither has other broadcast interests. Filed Sept. 29.

■ WAXO(AM) Lewisburg, Tenn. (1220 khz; 1 kw-D)—Seeks assignment of license from 1220 Radio Corp. to Marshall County Radio Corp. for $200,000. Seller is owned by G.W. West, who has no other broadcast interests. Buyer is owned by Bob Sonart, sales manager of station. Filed Oct. 15.

■ KTXS-TV Sweetwater, (Abilene) Tex. (ch. 12; ABC; ERP vis. 257 kw; aur. 25.7 kw; HAAT: 1,400 ft.)—Seeks assignment of license from SWMM Abilene Corp. to Lamco Communications Inc. for $11,740,000. Seller is Houston-based group of three TV's owned by Billy Goldberg and Lester Kamin. Buyer is closely held Williamsport, Pa.-based station group of one AM, one FM and two TV's headed by Andrew W. Stabler, chairman. It is former publisher of *Grit* magazine. Filed Oct. 10.

■ KTAB(TV) Abilene, Tex. (ch. 32; CBS; ERP vis. 2,051.3 kw; aur. 610.7 kw; HAAT: 909.5 ft.)—Seeks assignment of license from International Broadcasting Corp. to Shamrock Broadcasting Co. for $15,750,000. Seller is owned by Thomas K. Scallen, president. It has no other broadcast interests. Buyer is Burbank, Calif.-based group of three AM's, six FM's and five TV's owned by Roy E. Disney and family. Filed Oct. 14.

■ KLZK(FM) Farwell, Tex. (98.3 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from KLZK Partnership to Dominion Communications Inc. for $25,000. Seller is owned by Charles Wolfe, Larry Millhouse and his wife, Delarie, and Neva Kuhn. It has no other broadcast interests. Buyer is owned by ALton L. Finley and Robert L. Carnes. Finley owns WMRB(AM) Greenville and WGCQ(AM) Parris Island, both South Carolina. Filed Oct. 2.

■ KENU(AM) Enumclaw, Wash. (1330 khz; 500 w-D)—Seeks assignment of license from Robert J. Reverman to Starr Broadcasting Corp. for $159,000. Seller has no other broadcast interests. Buyer is owned by Gary R. Holzschuh, who has no other broadcast interests. Filed Oct. 6.

■ KTAG(AM) Cody and KTRS(FM) Casper, both Wyoming; KIIX(AM)-KTCL(FM) Fort Collins, and KRAI-AM-FM Craig, both Colorado (KTAG: 97.9 mhz; 100 kw; HAAT: 1,901 ft.; KTRS: 95.5 mhz; 100 kw; HAAT: 1,920 ft.; KIIX: 600 khz; 5 kw-D; 500 w-N; KTCL: 93.3 mhz; 100 kw; HAAT: 1,275 ft.; KRAI: 550 khz; 5 kw-D; 500 w-N; KRAI-FM: 93.7 mhz; 100 kw; HAAT: 980 ft.)—Seek assignment of license from Wyomedia Associates Inc., W.R.E.N. Broadcasting Co. and Northwestern Colorado Broadcasting Co., respectively, to U.S. Media Group for $4,840,000, comprising $1,540,000 for KTRS(AM)-KTAG(FM), $2.7 million for KIIX(AM)-KTCL(FM) and $600,000 for KRAI-AM-FM. Seller is principally owned by Alf Landon and family. It also owns KEDD(AM) Dodge City and KSCB(AM) Liberal, both Kansas. Buyer is owned by Michael R. Kassner and Joseph D. Tydings. It also owns WKAB-TV Montgomery, Ala., and WTXL-TV Tallahassee, Fla. Tydings is former senator (D-Md.) Filed Oct. 10.

New Stations

■ *Ocala, Fla.—Cultural Arts TV Associates Inc. seeks ch. 29; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,959 ft. Address: 630 U.S. Hwy. 1, Suite 403, N. Palm Beach, Fla. 33408. Principal is nonprofit corporation headed by Renee Lansat, president. It has no other broadcast interests. Filed Oct. 20.

■ Victoria, Tex.—Victoria Broadcasting seeks ch. 31; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 496.6 ft. Address: 523 South Hill Ave., Tyler, Tex. 75702. Principal is owned by Adelita Carter, who has no other broadcast interests. Filed Oct. 14.

Facilities Changes

Applications

AM's

Tendered

■ WRMG (1430 khz) Red Bay, Ala.—Seeks CP to change power to 3 kw. App. Oct. 14.

■ KUUY (870 khz) Cheyenne, Wyo.—Seeks CP to change city of lic. to Orchard Valley, Wyo.; change freq. to 650 khz; change day power to 8.5 kw, and change night power to 750 w. App. Oct. 14.

Accepted

■ WYFX (1040 khz) Boynton Beach, Fla.—Seeks MP to change daytime DA pattern. App. Oct. 15.

■ KPEL (1420 khz) Lafayette, La.—Seeks MP to reduce night power to 750 w and make changes in ant. sys. App. Oct. 15.

■ KSKY (660 khz) Dallas—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 14.

■ KPXE (1050 khz) Liberty, Tex.—Seeks CP to change TL and make changes in ant. sys. App. Oct. 14.

FM's

Tendered

■ *KVSC (88.1 mhz) St. Cloud, Minn.—Seeks CP to change TL; change ERP to 6.49 kw; change HAAT to 256.5 ft., and make changes in ant. sys. App. Oct. 14.

■ KLMT (96.7 mhz) Marlin, Tex.—Seeks CP to change community of lic. to Riesel, Tex.; change TL, and make changes in ant. sys. App. Oct. 20.

Accepted

■ WWDC-FM (101.1 mhz) Washington—Seeks mod. of CP to change ERP to 35.5 kw and change HAAT to 577.28 ft. App. Oct. 20.

■ WOCL (105.9 mhz) Deland, Fla.—Seeks CP to install aux. sys. App. Oct. 16.

■ WEAG (93.1 mhz) Indianapolis—Seeks CP to install aux. sys. App. Oct. 16.

Summary of broadcasting as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	246	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ KIDS (98.3 mhz) Palmyra, Md.—Seeks mod. of lic. to move main SL outside community of lic. App. Oct. 16.

■ WYYY (94.5 mhz) Syracuse, N.Y.—Seeks CP to install aux. sys. App. Oct. 16.

■ KJYO (102.7 mhz) Oklahoma City—Seeks CP to install aux. sys. App. Oct. 17.

■ KTKS (106.1 mhz) Denton, Tex.—Seeks CP to change TL and change HAAT to 695.36 ft. App. Oct. 15.

TV's

Accepted

■ *WFWA (ch. 39) Fort Wayne, Ind.—Seeks MP to change ERP to vis. 690 kw. App. Oct. 17.

■ WFAT-TV (ch. 19) Johnstown, Pa.—Seeks CP to change TL and change HAAT to 1,380.88 ft. App. Oct. 17.

■ WZZW (ch. 60) Roanoke, Va.—Seeks MP to change ERP to vis. 2,056 kw, aur. 206 kw; change HAAT to 1,537.4 ft., and change TL. App. Oct. 17.

Actions

AM's

■ WEIS (990 khz) Centre, Ala.—Granted app. to increase power to 1 kw. Action Oct. 9.

■ WGAB (1550 khz) Bloomfield, Conn.—Granted app. to operate transmitter by remote control. Action Oct. 2.

■ KDFT (540 khz) Ferris, Tex.—Returned app. to increase power to 1 kw. Action Oct. 10.

FM's

■ KHLS (96.3 mhz) Blytheville, Ark.—Granted app. to change ERP to 100 kw and change HAAT to 350.96 ft. Action Oct. 8.

■ WJYO (107.7 mhz) Mount Dora, Fla.—Granted app. to install aux. sys. Action Oct. 10.

■ WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Granted app. to change ERP to 48 kw and change HAAT to 510 ft. Action Oct. 10.

■ *WCTS-FM (100.3 mhz) Minneapolis—Granted app. to change ERP to 92. kw; change HAAT to 1,089.29 ft., and change TL. Action Oct. 15.

■ KZBC (102.3 mhz) Kearney, Neb.—Returned app. to change TL. Action Aug. 5.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Granted app. to move SL to Horse Hill Road, Cedar Knolls, N.J. Action Oct. 10.

■ KCKN (97.1 mhz) Roswell, N.M.—Dismissed app. to change HAAT to 1,000 ft. Action Oct. 9.

■ WTOO-FM (98.3 mhz) Bellefontaine, Ohio—Returned app. to change TL; change ERP to 1.41 kw, and change HAAT to 466 ft. Action Sept. 12.

■ KAFM (97.5 mhz) Durant, Okla.—Granted app. to change TL; change ERP to 45 kw, and change HAAT to 513.8 ft. Action Oct. 15.

■ KQFM-FM (99.3 mhz) Hermiston, Ore.—Dismissed app. to change HAAT to 300 ft. Action Oct. 9.

■ WCNA (98.3 mhz) Clearwater, S.C.—Granted app. to change TL; change ERP to 1.4 kw; change HAAT to 483.8 ft., and make changes in ant. sys. Action Oct. 10.

■ WMXQ (105.5 mhz) Moncks Corner, S.C.—Granted app. to change TL; change ERP to 2.04 kw, and change HAAT to 383.76 ft. Action Oct. 10.

TV's

■ *WUCX-TV (ch. 35) Bad Axe, Mich.—Granted app. to change ERP to vis. 85.9 kw. Action Oct. 9.

■ *KCPT (ch. 19) Kansas City, Mo.—Granted app. to change ERP to vis. 1,137.6 kw. Action Sept. 30.

In Contest

Review board made following decision

■ Green Valley, Ariz. (Alden Communications Corp. and Sungilt Corp.) TV proceeding. Scheduled oral argument for Oct. 31 on exceptions to initial decision of ALJ John H. Conlin granting app. of Sungilt Corp. for new TV station at Green Valley, and denying competing app. of Alden Communications Corp. Each party has 20 minutes for argument. Alden may reserve part of its time for rebuttal. By letter, Oct. 3.

ALJ Thomas B. Fitzpatrick made following decision

■ Syracuse, N.Y. (Microband Corp. of America, et al) MDS